Selling Details

September DORAL Price Check Jackpot Promotion

(Program Contact: Evan Toulon, #6316)

Program Objective: To change price perceptions among competitive Savings and FP savings sensitive smokers to reflect reality: DORAL is priced the same as GPC and Basic.

Note: This promotion works off of the **existing** DORAL discounting (PRP) in place during September. No **additional** discount on VAP product. Promotional product will be billed at regular price.

Program Elements:

- Existing, planned discounting sold/executed by the Field
- 40 Pack VAP Display
  - Pack and CTS Partner outlets receive loaded 40 pack display(s) from wholesaler
  - Supermarkets receive sleeved product only - POS handled by Reps (no VAP)
- $.40 off/ 2 pack onsert (on back of all promotional packs) to be used with next purchase
  - ***If store does not handle coupons, suggest to retailer to accept coupons from consumers and hold. Rep may reimburse retailer upon collection of coupons using the following code for draft payment: DORAL .40/2 SEPT. Coupons should then be destroyed.***
- Additional $.40 off/2 pack onserts and sleeves (500 each) sent to all Reps to be applied in store on non-VAP opportunity styles
- $1,000,000 Sweepstakes for consumers in non-restricted states ***(all states except MA, MI, VA)***.
  - Adult smokers check price of DORAL, GPC & Basic and fill out entry forms to enter
  - $100,000 Retailer Incentive Program - 4 winners/1 per sales area/$25,000 per winner
  - ***Retailer Incentive Sign-up Card (Retailer Jackpot Ticket)***
    - ➡ ***Must be filled out by retailer to enter Retailer Sweepstakes.***
    - ➡ ***60 Retailer Jackpot Tickets (included with the sleeves and onserts shipment) will also be shipped directly to each Rep.***
    - ➡ ***Each ticket has area on bottom right side with the following info that must be completed by Rep: SIS Account #, the correct sales area circled (NESA, MWSA, SSA or WSA), Rep's printed name and Rep's signature.***
    - ➡ ***Any ticket not filled out correctly will be discarded.***
- ***Excess quantities of September "Price Check Jackpot Take-One Entry Form" will be available (due to success of June "Big American Adventure Sweepstakes") for order via SMS:***
  - ***Item #547013 (1/SKU 50 Take-Ones)***
- $100,000 Contest for consumers in restricted states MA, MI and VA only
  - Adult smokers check price of DORAL and create unique display of that price. Entries will be judged on creativity, presentation and appropriateness.
  - $20 Retailer Incentive ***(No Retailer Jackpot)***
    - ➡ ***Code for draft payment is DOR JACKPOT PAY Rate: $20***
- DSD POS/support materials - For Retailer placement and entry into Retailer Incentive

Other Program Elements:

- Direct Mail:
  - 203,000 smokers will receive Sweepstakes Entry/Information (Core).
  - 451,000 smokers will receive Sweepstakes Entry and Bounceback Coupon for $1 or $2 off 4 packs or carton (Fringe)
  - 268,000 smokers will receive Sweepstakes Entry and Bounceback Coupon for $1 or $2 off 4 packs or carton (Competitive)

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- Separate DSD POS Kits for restricted and non-restricted states will be shipped to arrive week of August 24, 1998. Kit contains:

- Easel Card Holder (Pack & CTS)	1
- Take Ones -50 per (Pack & CTS)	2/Pack; 3/CTS
- Small Paster (Pack only)	1
- Wobbler (Pack & CTS)	1
- Price Wobbler (Pack & CTS)	1
- Retailer Incentive Sheet (Pack & CTS)	1
- Large Paster (CTS only)	1
- Standee w/shelf (CTS only)	1
- 3x2 Banner w/pricing (CTS only)	1
- Floorbase Header Cards for Semi-Perm Display (CTS only)	2
- Pen & Fonts included for Pricing (Pack & CTS)	

- Separate Kits for RR and TR Reps (2 Kits per Rep) in restricted and non-restricted states will be shipped to arrive week of August 17, 1998. POS/Support Materials are for supplemental placement needs and Supermarkets. Kit contains:

- Easel Card Holder	30
- Take Ones (50 per)	30
- Small Paster	15
- Jackpot Wobbler	15
- Price Wobbler	15
- Static Cling	15
- 3x2 Banner w/pricing	5
- 24" Package Merch. Card	10

- SR, RR and TR will receive:

- Soft Pack Sleeves (N. & S. Calif., Seattle)	500
- Box Sleeves (All other regions)	500
- Onsert coupon roll (500/roll)	1
- Retailer Incentive Jackpot Ticket	60

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